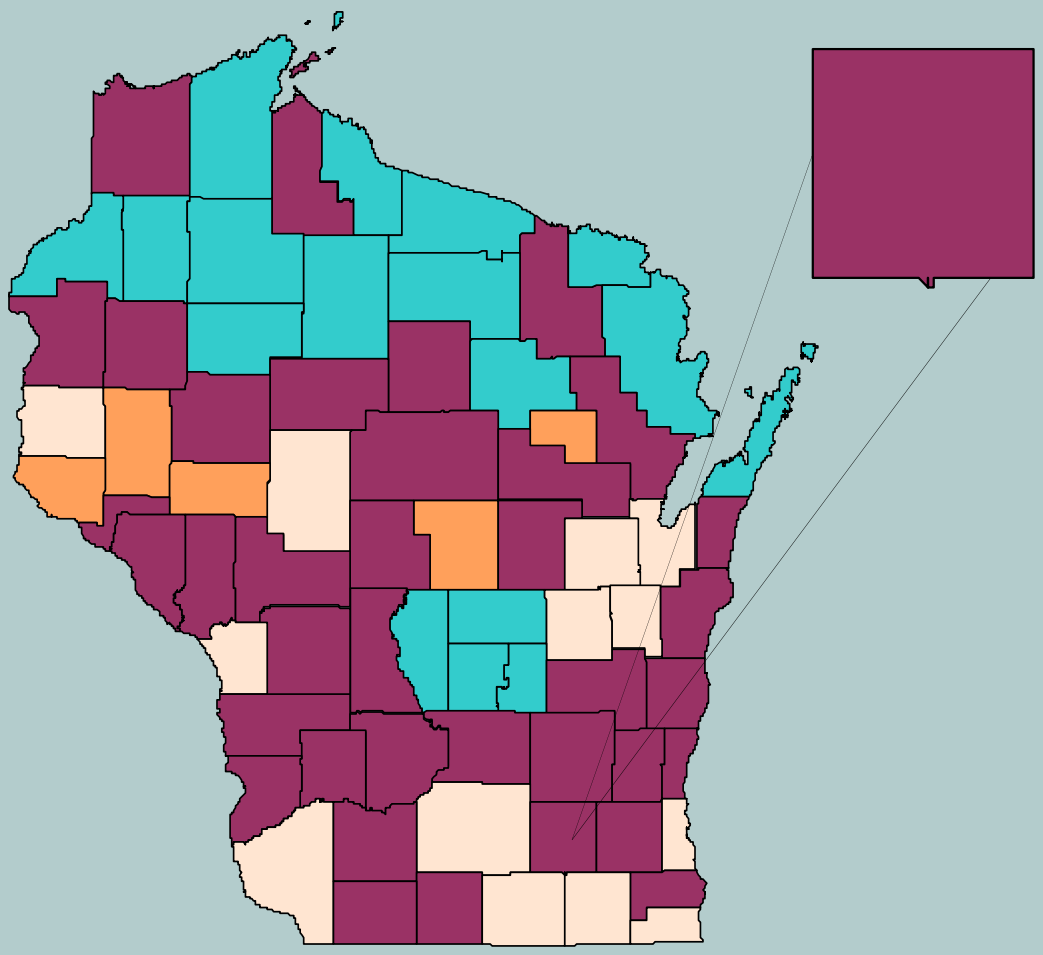
Jefferson County Workforce Profile

Your complete guide to the state of the labor force of today and a glimpse into the economy of tomorrow.

Median Age by County, 2000



- **27.7 to 33.0 years of age**
- **33.1 to 36.0 years of age**
- **36.1 to 39.8 years of age**
- **39.9 to 45.8 years of age**

Source: Census 2000 of the United States

State of Wisconsin
Department of Workforce Development
October 2002

County Population

Comparing the April 2000 Census to the January 1, 2002 population estimates, Jefferson County grew by 740 people, or 1 percent, slightly faster than Wisconsin's growth rate (0.7%) or the nation's (also 0.7%). Below, the listing of the county's ten largest municipalities shows that population and growth are distributed somewhat unevenly. These municipalities accounted for nearly 73 percent of the county's population and nearly 82 percent of the population growth.

The original 2000 Census reported 852 residents in the Jefferson County portion of Whitewater. Wisconsin's Department of Administration adjusted this figure to 2,628 because University of Wisconsin–Whitewater dormitories had been incorrectly allocated to the Walworth County. The 2001 estimate of 2,802 Whitewater residents was far lower than the 2002 estimate of 2,695 residents. Fluctuations in dormitory population have a substantial impact on the Jefferson County portion of Whitewater. Ignoring Whitewater, the other nine largest municipalities accounted for 58 percent of Jefferson County's population growth.

The Department of Administration estimates that net migration (people moving in minus people moving out) accounted for just over two-thirds of population growth. Meanwhile, natural increase (births minus deaths) accounted for less than a third of population growth.

The 2000 Census reported that 69,342 of Jefferson County's residents were at least 5 years old in 1995 and that 57.5 percent of them had lived in the same residence in 1995 while 20.5% had lived in another residence within the Wisconsin county. These figures more typical, whereas than the 5.1% who had lived in another state was a bit low. The 0.9% who had lived "elsewhere" (probably outside the United States) was also lower than most adjacent counties, the statewide average or the national average.

To accommodate the people moving in, the number of housing units increased 17 percent between the 1990 Census and the 2000 Census. This was well ahead of the 11.8 percent population increase and concurrent with a slight decline in the housing vacancy rate (from 6.6 percent of units in 1990 to 6.3 percent of units in 2000).

Taken together, the net migration data and the housing data suggest that people might be moving to Jefferson County with children, but most are not moving in and having children once they get there.

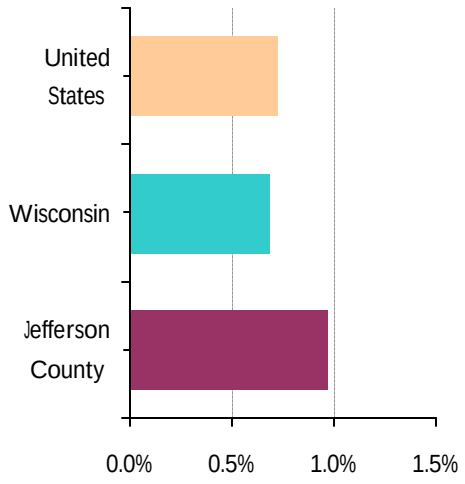
Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Jefferson County	75,784	76,524	1.0%
Ten Largest Municipalities			
Watertown, City *	13,535	13,700	1.2%
Fort Atkinson, City	11,621	11,688	0.6%
Jefferson, City	7,338	7,394	0.8%
Lake Mills, City	4,843	4,879	0.7%
Koshkonong, Town	3,395	3,417	0.6%
Waterloo, City	3,259	3,259	0.0%
Oakland, Town	3,135	3,161	0.8%
Ixonia, Town	2,902	2,961	2.0%
Whitewater, City *	2,628	2,802	6.6%
Jefferson, Town	2,265	2,265	0.0%

* Jefferson portion only

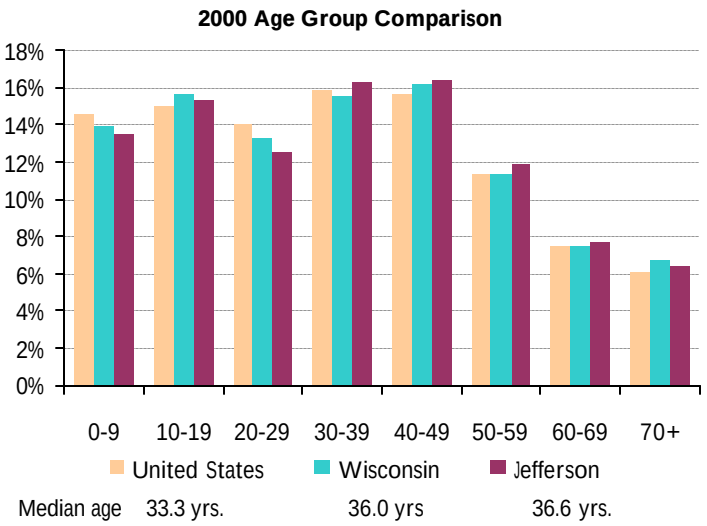
Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



After examining the sources and geographical distribution of Jefferson County's population, it is interesting to inquire into the age distribution of the local population. The graph to the right represents this distribution by using one bar to show what proportion of total population each age group accounts for.

Nonmetropolitan counties like Jefferson often experience a dearth of 20- to 29-year olds, who appear to go elsewhere for education or their first jobs. Even if these individuals do not always return, others are more than replacing them. The 1970 Census reported 12,953 Jefferson County residents aged nine and under, the 1980 Census reported 13,274 residents who were 10 to 19 years old, the 1990 Census reported 10,699 residents who were 20 to 29 years old and the 2000 Census reported 13,818 residents 30 to 39 years old. Fluctuations in birth rates cannot account for these changes, only migration can explain them. (No data source cited here directly measures the ages of the people who moved into or out of Jefferson County.)

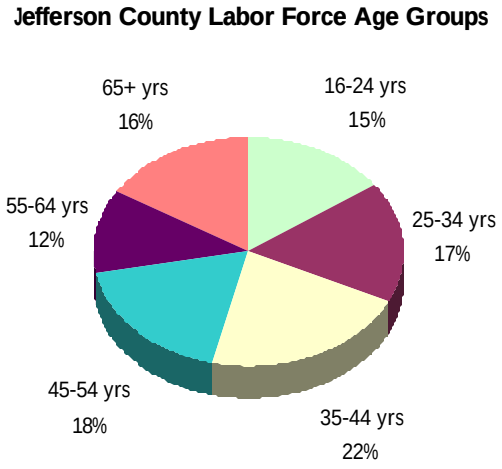


Source: US Department of Commerce, Census Bureau, *Census 2000*

This apparent trend of younger people leaving and coming back contributes to (but does not totally account for) Jefferson County being slightly older than the state or the nation. Wisconsin's median age (36.0 years) is slightly higher than the nation's (33.3 years) and Jefferson County's is still higher (36.6 years). Whitewater's low median age (26.6 years) counterbalances Town of Jefferson (40.9 years), the Town of Lake Mills (40.2 years) and Koshkonong (39.9 years).

People who are 20 to 29 years old often think that metropolitan areas (such as Dane County to the west and Milwaukee County to the east) will offer more job opportunities and educational options for as well as more selection of apartment rental. With a small student population, Jefferson County tracks Wisconsin's age trends more closely than most counties.

County Civilian Labor Force



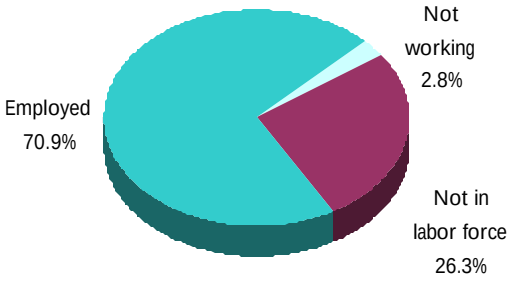
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Because many people do not seek or engage in employment after reaching the age of 65, the local age distribution affects the prospects of employers seeking workers and the workers scouting the competition.

Coupled with the above-noted reasons for a dearth of 20- to 29-year-olds, the graph on the left might suggest a steady supply of labor because no single group is much larger than the others. Upon closer inspection, 26 percent of the labor force aged population is at least 55 years old and that figure will swell as the baby boom generation approaches traditional retirement ages.

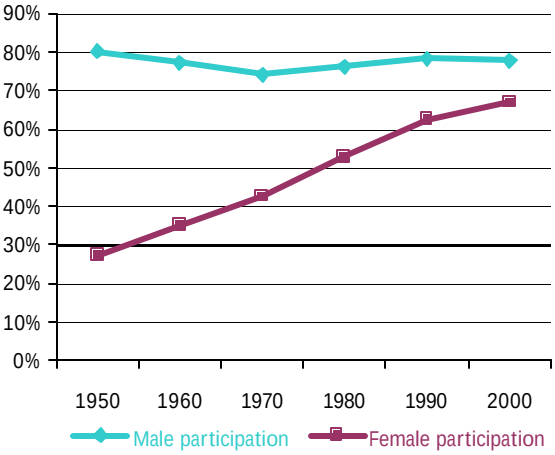
With at least two-thirds (and perhaps as much as four-fifths) of population growth derived from in-migration (see page 1) the age distribution of Jefferson County could change quickly.

2001 Labor Force Participation



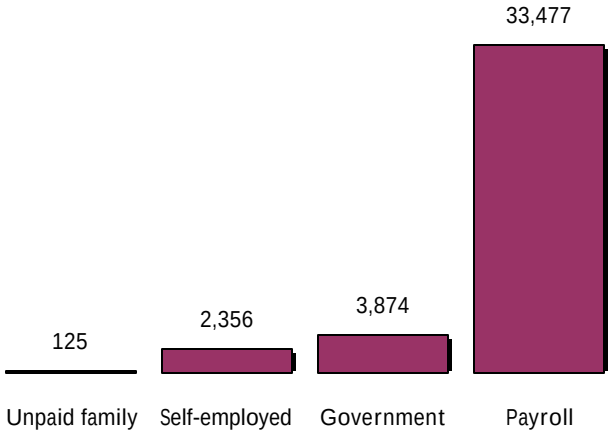
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force eligible population consists of civilians at least 16 years old who are not incarcerated or institutionalized. This profile does not address people who are not eligible. "Not in the labor force" encompasses people who are eligible to work but do not seek or engage in employment. These people are often students, at-home parents or retirees. The "not working" category includes people who are actively seeking employment and are not employed. "Employed" includes people who are working, even if they consider themselves underemployed (not working enough hours or overqualified for the work they are doing.)

In 2001, 73.7 percent of Jefferson County's labor force eligible population worked or sought work. This figure, (called the labor force participation rate), was higher than the statewide rate (72.8%) and the national rate (66.9%). Still, this participation rate was lower than it had been in the late 1990s (75 to 76 percent).

Examining the 26.3 percent of eligible residents who were "not in the labor force", it is useful to remember that 12 percent of eligible residents were 55 to 64 years old and another 16 percent were at least 65 years old. Of the 15 percent that were 16 to 24 years old, many will not enter the labor force permanently until they finish high school or college (particularly in Whitewater). The baby boom generation will drive up retirement rates, and postsecondary education is becoming more common. Together, these trends may further reduce participation rates and tighten the labor market.

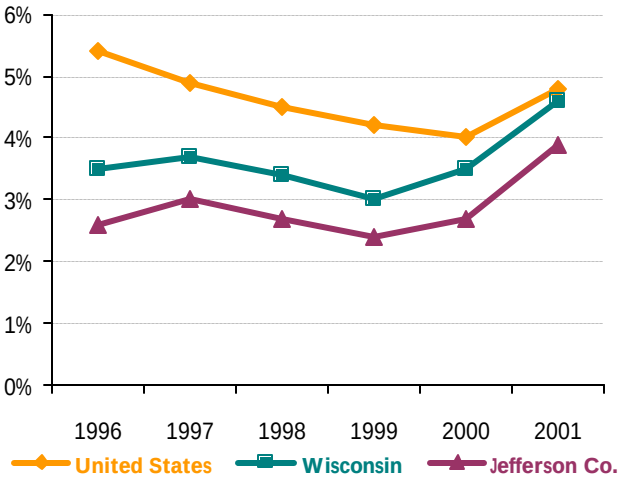
The middle chart on the left shows that the participation rate would have fallen between 1990 and 2000 were it not for females' increasing participation. The graph begins in 1950, when male-dominated manufacturing jobs accounted for a much larger slice of the economy. By 2000, there was a shift toward the service sector, where many occupations are less male-dominated. Also, male workers tend to have been in the workforce longer than female counterparts, so their wage levels, savings rates and pension plans are more likely to permit retirement without part-time work.

Future female participation rates are uncertain. Norma for the male rate may suggest that women have approached a maximum; but longer life expectancies and smaller retirement resources may keep female participation rates rising for a while.

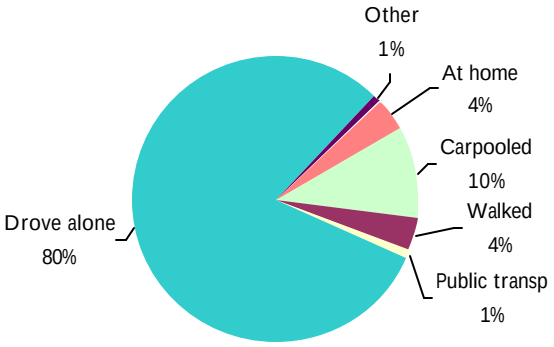
In the 2000 Census, Jefferson County residents reported doing much the same type of work as they had in the 2990 Census, with the overwhelming majority (84%) working for private employers and receiving payroll checks. (See page 3, bottom graph.) This was slightly higher than the 1990 figure (81%) and it reflected a nearly equal fall in self employment (from 7.8 percent in 1990 to 5.9 percent in 2000). According to Wisconsin's Department of Workforce Development, Jefferson County's unemployment rate averaged 3.9 percent in 1990 and 2.7 percent in 2000. This trend probably encouraged the self-employed to seek payroll employment.

Jefferson County's unemployment rate rose in 2000 and 2001 (see graph below), and remained well below highs seen in the early 1990s. Wisconsin's unemployment rates rose sooner and faster than the nation's because Wisconsin's manufacturing acts as a bellwether, slowing down before the rest of the economy and picking up before robust recovery takes root elsewhere. The manufacturing slowdown that began in late 2000 was felt more acutely in Wisconsin than the nation as a whole and Jefferson County's manufacturing concentration is even higher than Wisconsin's.

Unemployment Rate Comparison



County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

For all the challenges that accompany unemployment rate increases, Jefferson County may be more concerned with a different trend. From 1996 to 2001, its labor force grew roughly 2.2 percent and the number of employed residents grew less than one percent. Estimated job growth exceeded 8 percent over the same period. Inbound commuting and multiple job holding may have helped employers fill positions, but such trends are unlikely to permit job growth to continue at recent rates. Moreover, such trends would not necessarily foster the growth of Jefferson County's indigenous labor force. A jump in birth rates would take at least fifteen years (perhaps over twenty) years to raise the labor force substantially and would take some parents out of the labor force immediately.

Most Jefferson County workers drive to work. According to the 2000 Census, 80 percent drove alone and 10 percent carpooled. (See graph above.) The 1990 Census reported a lower rate of driving alone (73.6%) and a higher rate of working at home (5.3%). This is consistent with the above-mentioned fall in unemployment rates and reduction in self employment between the two Censuses. Less than 2 percent of Wisconsin workers use public transportation to get to work because so few areas have achieved enough population density.

Jefferson County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	42,300	42,200	41,900	41,300	42,800	43,200
Employed	41,200	40,900	40,700	40,300	41,600	41,500
Unemployed	1,120	1,290	1,150	1,000	1,180	1,670
Unemployment Rate	2.6%	3.0%	2.7%	2.4%	2.7%	3.9%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change 1 year	Percent change 5 year
Total	34,554	34,900	35,546	36,724	38,066	37,679	-1.0%	9.0%
Goods Producing	13,678	13,935	14,020	14,220	13,996	13,131	-6.2%	-4.0%
Construction & Mining	1,003	1,092	1,169	1,229	1,203	1,137	-5.5%	13.3%
Manufacturing	12,675	12,843	12,851	12,991	12,793	11,994	-6.2%	-5.4%
Durable	7.285	7.338	7.231	7.180	6.927	6.378	-7.9%	-12.5%
Nondurable	5.390	5.505	5.620	5.811	5.866	5.616	-4.3%	4.2%
Service Producing	20,875	20,964	21,526	22,505	24,070	24,548	2.0%	17.6%
Transportation, Communications & Utilities	1.419	1.487	1.621	1.706	1.649	1.492	-9.6%	5.1%
Total Trade	7.588	7.853	8.038	8.261	8.540	8.542	0.0%	12.6%
Wholesale	1,287	1,366	1,397	1,423	1,410	1,337	-5.2%	3.9%
Retail	6,302	6,488	6,641	6,839	7,130	7,204	1.0%	14.3%
Finance, Insurance, and Real Estate	806	732	729	741	799	825	3.4%	2.4%
Services & Misc.	7,256	6,965	7,233	7,860	9,069	9,617	6.0%	32.5%
Total Government	3,805	3,926	3,905	3,936	4,013	4,073	1.5%	7.0%

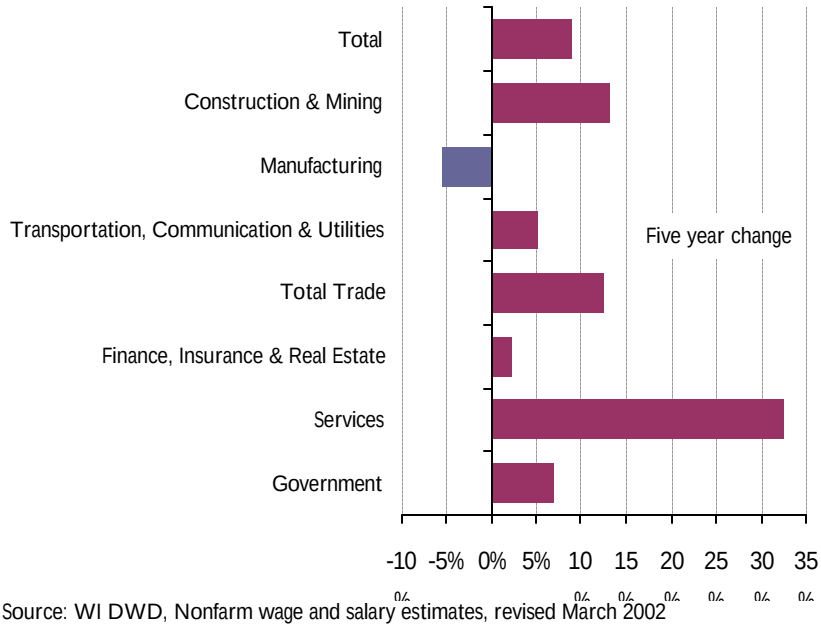
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

The nonfarm wage and salary employment figures above estimate the number of jobs in Jefferson County that are paid through standard payroll systems. Categories reflect the nature of employers' businesses, no the employees' occupations. These estimates may show different trends than figures seen elsewhere in this profile because 1) different methodologies and samples generate each data set, 2) the number of jobs per resident can increase if multiple job holding increases, and, 3) some Jefferson County residents take jobs in other Counties (more workers commute out than in).

A quick glance at the graph below reveals two striking changes in industry employment levels from 1996 to 2001. Manufacturing, traditionally an anchor or Jefferson County's economy, saw fewer jobs in 2001 than in any of the previous five years. Durable goods manufacturing, (where wages are higher, on average) saw more persistent and deep job cuts than non-durable manufacturing. Construction employment declines put the entire goods-producing category in negative territory for 2001.

Over time, Jefferson County will probably continue to shift from a manufacturing-based economy to a service-based economy, but the graph to the left probably overstates the pace. The graph measures estimated growth in jobs from 1996 (an unusually soft year for service jobs) to 2001. The 8.7 percent increase in service jobs in 1999 is more consistent with conventional wisdom than the reported 15.4 percent increase in service jobs in 2000.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Top 10 Employers

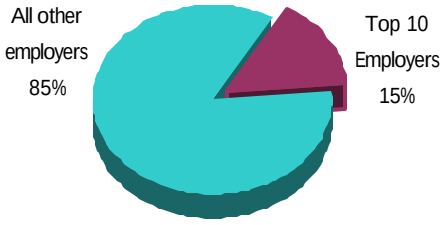
Company	Product or Service	Size
Trek Bicycle Corporation	Bicycle manufacturing	500-999
Perry Judd's Inc.	Commercial printing	500-999
Bethesda Lutheran Homes & Services	Residential care	500-999
Fort Atkinson Memorial Health	Health care clinic	500-999
Doskocil Food Service Co	Meat production	500-999
Nasco Int'l Inc.	Plastic manufacturing	250-499
St. Coletta of Wisconsin Inc.	Residential care	250-499
Spacesaver Corp.	Office furniture manufacturing	250-499
Wal-Mart Associates Inc.	Discount department retail	250-499
Opportunities Inc. of Jefferson	Job training and vocational rehabilitation	250-499

Top 10 Industry Groups

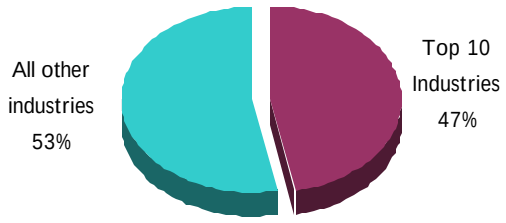
Industry Group	March 2001 Employers	March 2001 Employees	Numeric change 1-year	Numeric change 5-year
Food and Kindred Products	22	2,692	-8	380
Eating and Drinking Places	137	2,523	101	267
Educational Services	14	2,298	-376	-342
Health Services	84	2,204	59	247
Industrial Machinery and Equipment	39	1,654	-176	-386
Printing and Publishing	19	1,533	-26	35
Social Services	32	1,401	452	433
Electronic & other Electric Equipment	6	1,145	-87	-289
Executive, Legislative, and General	21	1,143	-37	-98
Business Services	64	1,095	-77	299

*data surpressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

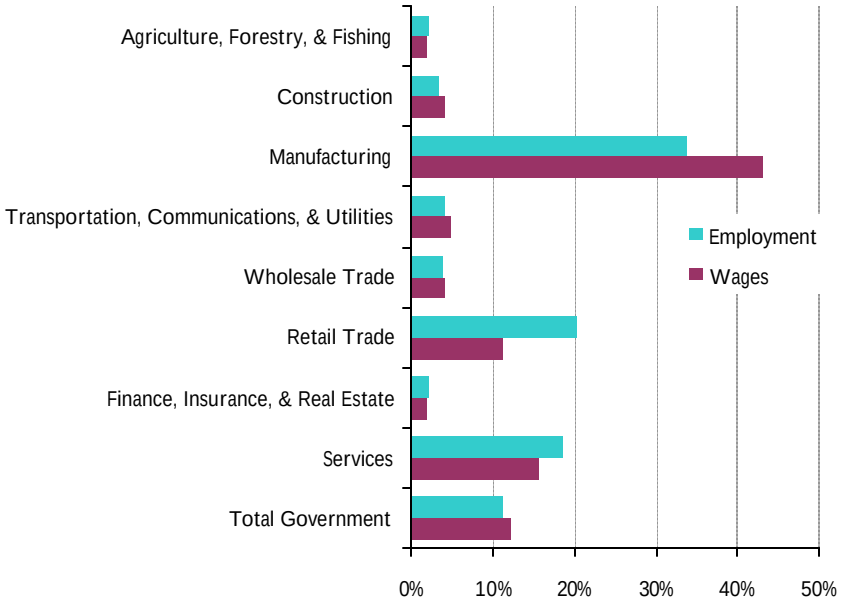
At the top of the page, the list of Jefferson County's ten largest employers reflects the influence of manufacturing and health care. These enterprises make up 15 percent of the county's employment. The top 10 industry groups (at the middle of the page) show a similar bent, and a higher degree of concentration (47 percent of the county's employment). Most of the job losses noted above are in industry groups relating to manufacturing.

Most of the changes in the educational services group are probably attributable to a high school in Watertown (which straddles the Jefferson-Dodge border) moving to the other side of county line without dramatically changing the number of jobs in the area. Educational services, electronics manufacturing and food processing average over 120 workers per operation while business services and eating-and-drinking average less than twenty.

The bar chart below indicates each industry's weight in Jefferson County in 2001 by showing what proportion of the county's total employment belongs to each industry and what share of the county's total wages come from each industry. Few counties rely on manufacturing jobs for a greater share of employment (33.8 percent) or total wages (43.2 percent). This sector's share of total employment rebounded in 1988 and in 1996, but has generally been falling since 1985. The proportion of total wages attributable to manufacturing has rebounded more softly and declined more gently since 1985, when over half the wages reported in Jefferson County were from manufacturing employers.

The all-industries average wage for Jefferson County ($27,242) is 88 percent of the statewide all-industries average wage ($30,922). This higher than most a non-metropolitan counties and largely because of the concentration of manufacturing jobs whose average wage in Jefferson County ($34,776) is higher than the statewide all-industries average.

2001 Employment & Wage Distribution by Industry Division



The average retail trade wage ($15,053) is higher than the statewide average, but well below the county's all-industries average wage (largely because many retail jobs are part-time or seasonal and offer limited advancement opportunities). Hence, retail accounts for nearly 19 percent of employment and just under 10 percent of wages. Agriculture, forestry and fishing provide about 1 percent of the county's jobs, which overshadows the fact that its wages are nearly 10 percent higher in Jefferson County than in the state as a whole.

Unless a county hosts a major headquarters or processing center, the county's wages in finance, insurance and real estate will probably remain well below the statewide average for that sector.

Annual Average Wage By Industry Division

	Jefferson Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	$ 27,242	$ 30,922	88.1%	0.4%	17.6%
Agriculture, Forestry, & Fishing	$ 24,727	$ 22,565	109.6%	-0.2%	10.0%
Construction	$ 33,760	$ 39,011	86.5%	3.9%	33.3%
Manufacturing	$ 34,776	$ 39,739	87.5%	1.7%	19.7%
Transportation, Communications, & Utilities	$ 32,369	$ 36,639	88.3%	-2.3%	26.1%
Wholesale Trade	$ 29,947	$ 40,521	73.9%	2.7%	14.1%
Retail Trade	$ 15,053	$ 14,596	103.1%	2.4%	19.1%
Finance, Insurance, & Real estate	$ 25,060	$ 40,933	61.2%	3.3%	28.1%
Services	$ 23,044	$ 28,775	80.1%	0.8%	21.2%
Total Government	$ 29,533	$ 33,785	87.4%	0.8%	16.2%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*

Occupation and Education Characteristics of County Population

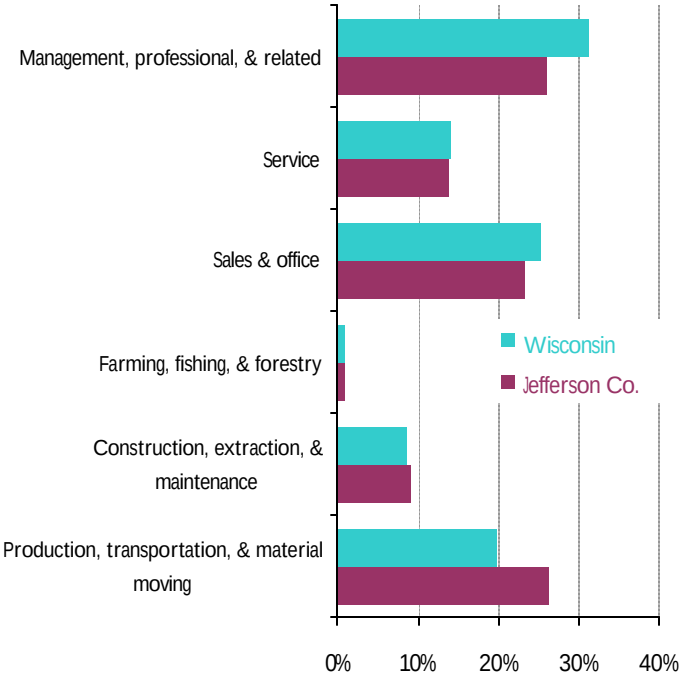
While previous sections classified jobs based on the nature of Jefferson County employers' businesses, this page classifies jobs by the residents' occupations, regardless of the county they work in. In some ways, this information gives more detailed support for earlier remarks.

Roughly 22.6 percent of Jefferson County's workers are in professional, managerial or related occupations, well below the statewide average (29.1%) or the national average (31.4%). Metropolitan areas like Waukesha County (40%) and Dane County (44%) tend to offer more of these jobs than nonmetropolitan areas. In Wisconsin, 78 percent of management, professional and related jobs require education or training beyond high school. Situated between the state's flagship university and the state's largest metropolitan area, Jefferson seems well placed to increase its share of management and professional jobs.

The production, transportation and material moving category occupies nearly 36 percent of Jefferson County, making it more prominent there that statewide (28%) or nationally (21%) Considering the relative weights of wholesale trade and manufacturing (see pages 5 and 7), manufacturing probably dominates this group. The pull of manufacturing wages probably restrains the growth of sales and office occupations (13.6%).

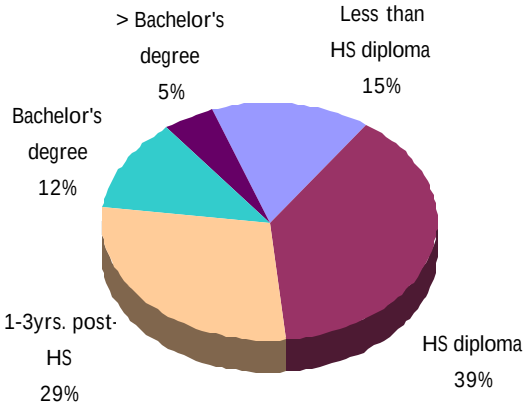
The pie chart below divides Jefferson County residents over 25 years old into groups based on their level of educational attainment. In 2000 , less than half of them had education beyond high school and about 12 percent of them had a Bachelor's degree or equivalent, compared t o 15 percent statewide and 16 percent nationally.

Employment by Occupation Group: 2000



US Department of Commerce, Census Bureau, *Census 2000*

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Between the 1990 Census and the 2000 Census, the proportion of Jefferson County's residents reporting "some college, no degree" increased from 15 percent to 21 percent. This does not necessarily suggest an increase in dropout rates. The change could reflect an increase classes (to change careers or stay up to date in a current career) without intending to earn a degree. Employers often emphasize skill sets more than degrees. Office workers updating computer skills and manufacturing workers improving technical skills may find that targeted classes generate value more efficiently than comprehensive degree programs.

Over the same period, the proportion of people reporting "less than 9th grade" education fell from 10.8 percent to 6.1 percent and the proportion reporting Bachelor's degrees edged up from 10.4 percent to 12.3 percent.

County Income Information

The 2000 Census reported that Jefferson County's median household income was $46,901 in 1999, or seven percent over the statewide figure. The 1990 Census reported that the county's median household income of $30,749, or 104 percent of the statewide figure, in 1989.

The graph to the right shows how many Jefferson County households fell into each income bracket. This closely tracks statewide distribution trends except in the two brackets below $15,000, where Jefferson County has fewer households and the $50,000 to $74,999 bracket, where the county has a higher concentration (26%) than the state (23%).

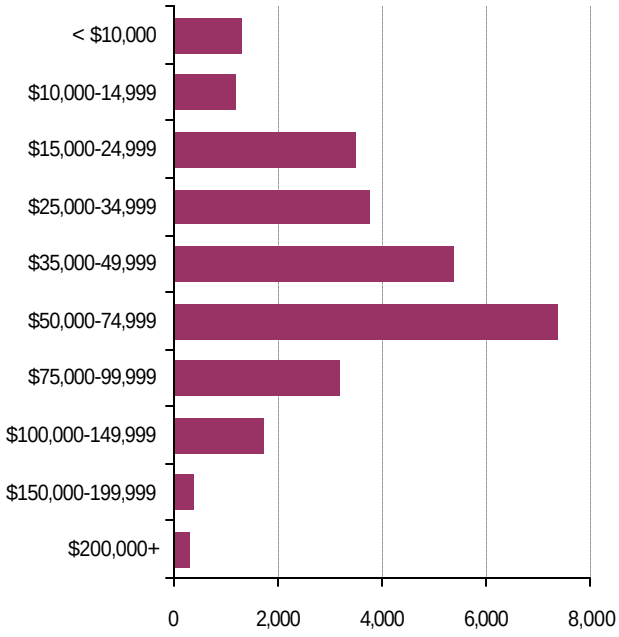
Household incomes are higher than wages on page 7 because they include non-wage sources such as government benefits, investment returns, and income from self employment and proprietorships. Increases in multiple job holding can also help household income grow faster than the average wage per job. Containing an average of 2.6 people also helps households boost their income above average wages or per capita personal income.

Dividing total income by population yielded per capita personal income (PCPI) of $26,411 in 2000. (See lower left graph.) This was roughly 94 percent of Wisconsin's PCPI and nearly 14 percent higher than the PCPI for its non-metropolitan counties.

The graph on the bottom right shows that each source of PCPI contributed a fairly typical proportion of Jefferson County PCPI. If the share of the population in retirement increases (as it it is likely to do over the next several years), then a greater share of PCPI will come from transfer payments (such as Social Security) as well as dividends interest and rent (pension and retirement funds) and a smaller share will come from net earnings (typically from employment).

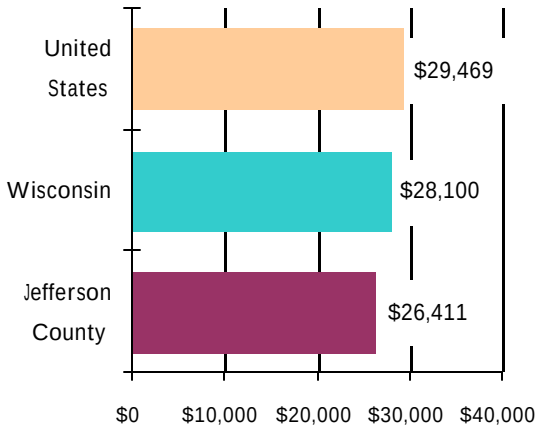
Households by Income Range

Median household income in Jefferson Co. $46,901

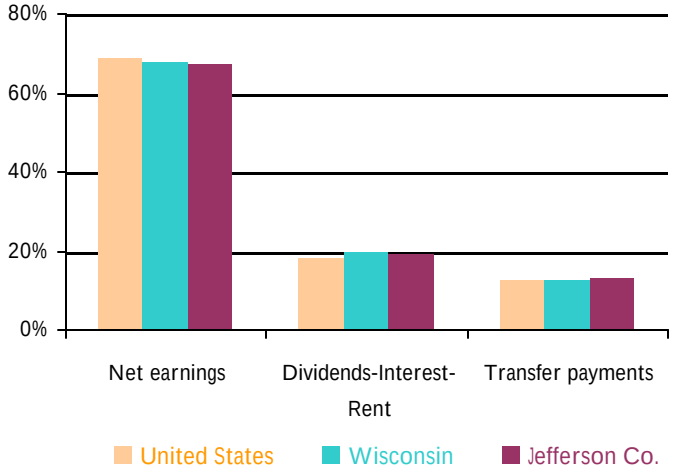


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Per Capita Personal Income 2000



Components of Total Personal Income: 2000



Source: US Department of Commerce, Bureau of Economic Analysis